GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3964
ANSWERED ON:17.08.2001
POPULARITY OF AIR/DOORDARSHAN PROGRAMMES
ABDUL RASHID SHAHEEN;MANSINH PATEL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the popularity of All India Radio/Doordarshan under Prasar Bharati has declined during 1999-2000 and 2000-2001;

(b) if so, the details of comparative viewership of ZEE TV, Sony TV, Star TV in comparison to the AIR/DD during the said period; and

(c) if so, the steps taken by the Government to improve the quality of programmes in AIR/DD?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) : No Sir.

(b) All India Radio viewership is not comparable to those of TV. In so far as TV channels areconcerned, according to Television Audience Measurement (TAM) survey carried out in 27cities for February 2001, the Audience Share of DD-I and DD-2 channels in all homes vis-Ã -vis private channels are as follows:-

Channel	Audience Share
DD-I	28.3
DD-2	12.1
SONY	4.5
STAR PLUS	7.7
ZEE	3.2

(c) Prasar Bharati has informed that the improvement in the quality of programmes is acontinuous process. Prasar Bharati endeavours to adopt the latest techniques from all quarters for improvement in quality in its programmes.